

We Claim:

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1. ~~A point of purchase display apparatus for the facilitated display of~~
products, comprising:

at least one cartridge, having an open face, for containing a plurality
of products;

at least one self-supporting display shell having a display opening in a
face thereof,

the at least one self-supporting display shell being operably configured
for enabling positioning of the open face of the at least one cartridge in
alignment with at least a portion of the display opening of the at least one
self-supporting display shell; and

at least one brace member, operably configured for supporting the at
least one cartridge within the at least one self-supporting display shell, to
place the open face of the at least one cartridge in alignment with at least a
portion of the display opening of the at least one self-supporting display
shell.

2. The point of purchase display apparatus according to claim 1, further
comprising means for controlling removal of products from the display,
operably configured to substantially preclude the simultaneous removal of
~~more than one product from a single cartridge from the display apparatus.~~

3. The point of purchase display apparatus according to claim 2, wherein
the means for controlling removal of products from the display comprises at
least one tab member operably emanating from a side edge of the display

opening, the at least one tab member being further operably located, relative to the open face of the at least one cartridge, so that not more than one product can pass between an edge of the open face of the at least one cartridge and the at least one tab member, without requiring destructive mutilation of at least some portion of the display apparatus.

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4. ~~The point of purchase display apparatus according to claim 1, wherein the display shell is operably configured to enable a plurality of cartridges to be positioned with their open faces in alignment with portions of the display opening.~~

5. The point of purchase display apparatus according to claim 4, wherein the brace member is operably configured for supporting the plurality of cartridges with their open faces in alignment with portions of the display opening.

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6. ~~The point of purchase display apparatus according to claim 1,~~ comprising:

~~a plurality of self-supporting display shells, each display shell being provided with at least one brace member, supporting at least one cartridge.~~

7. The point of purchase display apparatus according to claim 6, wherein each of the plurality of self-supporting display shells are substantially identical in configuration.

8. The point of purchase display apparatus according to claim 6, further comprising means for modularly connecting the plurality of self-supporting display shells.

9. The point of purchase display apparatus according to claim 7, wherein the means for modularly connecting the plurality of self-supporting display shells comprises:

a bottom form structure, operably configured to receive and stabilize bottom ends of at least two self-supporting display shells;

a standing form operably configured to engage and connect at least two self-supporting display shells to one another.

10. The point of purchase display apparatus according to claim 9, wherein the means for modularly connecting the plurality of self-supporting display shells further comprises:

a lock member operably configured to engage and connect at least two self-supporting display shells to one another.

11. The point of purchase display apparatus according to claim 6, further comprising means for facilitating transportation of the plurality of self-supporting display shells, each display shell being provided with at least one brace member, supporting at least one cartridge, said means for facilitating transportation comprising:

a bottom cap, operably configured to receive and stabilize bottom ends of at least two self-supporting display shells;

a top filler member, operably configured to rest atop top ends of at least two self-supporting display shells;

a top cap, operably configured to receive and stabilize the top filler member, and, in turn, top ends of at least two self-supporting display shells; and

a shroud, operably configured to surround at least two self-supporting display shells;

the bottom cap being further operably configured to receive and restrain a bottom edge region of the shroud,

the top cap being further operably configured to receive and restrain a top edge region of the shroud.

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